

KEEPING THE BIKE BOOM GOING



WHAT YOU CAN DO TO HELP

Americans have demonstrated a collective determination to fight COVID-19 by staying apart — and it's working. The pandemic has dramatically changed communities and routines across the nation, including the ways we move around. Now, as we carefully approach recovery and systematically alter the ways our businesses, schools and neighborhoods must change to keep us all safe, we

Bicycle businesses can play a role in supporting safe and continued bike riding, and be drivers of change to improve mobility in their communities during the current pandemic and any future challenges the world may face. This quick guide offers resources to advocate for improved bike infrastructure, bikes for essential workers, bike share and larger mobility solutions and improvements.

FRAMING YOUR ASK

There are two primary challenges that exist in cities and towns around the "bike boom" — how to help create safe places for people to ride and how to get bikes in peoples' hands. As a representative of the bike industry, you can begin to find solutions to these challenges by activating the tools listed below. These resources will be essential as you work to understand how you can support bike riding in your community and plan for tactical actions to achieve success.

INDUSTRY TOOLS TO IMPROVE LOCAL BIKE RIDING:

- 1 **Retailer Guide.** The first step is to read through our retailer guide. This guide will help you understand your unique role in accelerating local bicycling projects in your area.
- 2 **Framework to build support for bike infrastructure.** The second step is to frame the communications around your goal. Use this resource to find talking points and marketing tools to promote effective collaboration with partners.

GETTING INVOLVED

Here are some ideas to get you started.

- Supply bikes and maintenance for essential workers and businesses in need.
- Advocate for safe places for people to ride and complete mobility networks.
- Support and work with nonprofits and agencies that provide bikes, repairs, cycling assistance and services.
- Request additional bike share stations, parking services and subsidized or free memberships.
- Solicit donations of unused bikes and distribute to people who need them.
- Arrange for the purchase of unused bikes and sell to people who need them.
- Support your state or local bike advocacy groups and their goals.

should promote those things that gave us joy, health and hope during quarantine. While bicycling is far from being the most important outcome, it is a cost-effective, time-tested, quickly implemented remedy to many of the future challenges U.S. communities will face.

FINDING PARTNERS

Contact your local or state advocacy group:

- **PeopleForBikes Get Local Map.** The Get Local Map contains a national list of bike advocacy groups. You can help these groups amplify their voice in the community, support their work and get connected with other bike-related nonprofits in your area. Use the link to find a list of bike advocacy groups in your state.

Technical resources:

- **Association of Pedestrian and Bicycle Professionals**
- **National Association of City Transportation Officials**
- **North American Bikeshare Association**

Contact your government decision makers:

- **Local and state representatives.** Your local and state representatives will listen to the needs you bring forward, help connect you to the right partners and help achieve success. Use this link to find out who represents you.
- **State Department of Transportation (DOT).** Your state's department of transportation understands what projects are happening and where assistance is needed. Contact your state DOT's bike/pedestrian planner for more information.

Looking for additional resources? Visit peopleforbikes.org

Questions? Email ashley@peopleforbikes.org



peopleforbikes